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EXAMINER

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DETAILED ACTION

Response to Arguments

With respect to claim 1, applicant argues cited references fail to teach claimed limitation “the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed.” The examiner respectfully disagrees. Wang et al teaches control device 14 determines if current portion of the video signal is regular content (i.e. non-commercial) or a commercial content from classification signal. Based on the determination if the received portion of the video signal is non-commercial content, user is enable with skipping function. In contrast, if the portion of the video signal is determined to be a commercial, user is disabled from skipping functions. Furthermore, user is provided with an indication if the user attempts to skip commercial while commercial is in progress (Para. 0027-29). The examiner equated a selected period of time as a portion of video signal with non-commercial content, wherein viewer is prevented from skipping after expiration of the non-commercial portion. The video signal comprised of many video signal portions. Furthermore, start of commercial portion of the video signal notifies user and user is prevented from switching. In addition, further indication is provided if user attempts to skip commercial while commercial is in progress. Therefore, viewer is prevented from the switching after expiration of a portion of non-commercial content after a commercial notifying user that commercial must be viewed meets limitation present in claim 1. The examiner suggests, a selected period of

time is part of an advertisement or similar claim language would overcome broader interpretation of a select period of time.

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-3, 8-10, 15-17, 22-24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Corvin (US Patent Application Publication 2001/0054181) in view of Wachtfogel (US Patent Application Publication 2007/0067800), further in view of Wang et al (United States Patent Application Publication 2002/0191950).

For independent **Claim 1**, Corvin teaches:

an apparatus (Figure 1 Element 15) in a video display system (Fig. 1) that is capable of displaying video programs with advertisements on a plurality of channels (Fig. 1, with Paragraph [0020] Lines 11-13 and Paragraph [0028] Lines 1-5), wherein said apparatus is capable of preventing a viewer of a video program with advertisements from switching from a first channel to a second channel when an advertisement is displayed on said first channel (Paragraph [0028] Lines 14-19).

However, the reference is silent with respect to “in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program, wherein the viewer is prevented from

the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed.”

In the similar field of endeavor, Wachtfogel teaches “in response to a first control signal (Paragraph 0173, 0181) and allowing the switching in response to a second control signal (Paragraph 0182-184), the second control signal being provided at an end of the video program (i.e. each commercial includes set of parameters, wherein commercials are provided end of the program).” (Paragraphs 0170, 0181-182) Therefore, it would have been obvious to one of ordinary skill in the art at the time invention was made to modify the reference by specially providing with “in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program” for the purpose of allowing viewers to skip or prevent them from skipping commercials based on set of parameters within commercials.

In similar field of endeavor, Wang et al teaches “wherein the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed (i.e. prevented skipping commercials and provided with an indication that function is temporary disable for skipping commercials).” (Paragraph 0027-0029) Therefore, it would have been obvious to one of ordinary skill in the art the time the invention was made to modify Corvin et and Wachtfogel et al, the combination for the common knowledge purpose of providing advertising companies with better results by preventing users from skipping commercials.

For independent **Claim 8**, Corvin teaches: a video display system (Fig. 1) that is capable of displaying video programs with advertisements on a plurality of channels (Fig. 1, with Paragraph [0020] Lines 11-13 and Paragraph [0028] Lines 1-5), said video display system comprising an apparatus that is capable of preventing a viewer of a video program with advertisements from switching from a first channel to a second channel when an advertisement is displayed on said first channel (Paragraph [0028] Lines 14-19). However, the reference is silent with respect to first channel “in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program, wherein the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed.”

In the similar field of endeavor, Wachtfogel teaches “in response to a first control signal (Paragraph 0173, 0181) and allowing the switching in response to a second control signal (Paragraph 0182-184), the second control signal being provided at an end of the video program (i.e. each commercial includes set of parameters, wherein commercials are provided end of the program).” (Paragraphs 0170, 0181-182) Therefore, it would have been obvious to one of ordinary skill in the art at the time invention was made to modify the reference by specially providing with “in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program” for the purpose of allowing viewers to skip or prevent them from skipping commercials based on set of parameters within commercials.

In similar field of endeavor, Wang et al teaches “wherein the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed (i.e. prevented skipping commercials and provided with an indication that function is temporary disable for skipping commercials).” (Paragraph 0027-0029) Therefore, it would have been obvious to one of ordinary skill in the art the time the invention was made to modify Corvin et and Wachtfogel et al, the combination for the common knowledge purpose of providing advertising companies with better results by preventing users from skipping commercials.

For independent **Claim 15**, Corvin teaches:

a method for requiring a viewer of a video program to watch advertisements in said video program (see Abstract), said method comprising the steps of:

displaying video programs with advertisements on a plurality of channels in a video display system (Fig. 1, with Paragraph [0020] Lines 11-13 and Paragraph [0028] Lines 1-5); and

preventing said viewer from switching from a first channel to a second channel when an advertisement is displayed on said first channel (Paragraph [0028] Lines 14-19) However, the reference is silent with respect to first channel “in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program, wherein the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed.”

In the similar field of endeavor, Wachtfogel teaches “in response to a first control signal (Paragraph 0173, 0181) and allowing the switching in response to a second control signal (Paragraph 0182-184), the second control signal being provided at an end of the video program (i.e. each commercial includes set of parameters, wherein commercials are provided end of the program).” (Paragraphs 0170, 0181-182) Therefore, it would have been obvious to one of ordinary skill in the art at the time invention was made to modify the reference by specially providing with “in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program” for the purpose of allowing viewers to skip or prevent them from skipping commercials based on set of parameters within commercials.

In similar field of endeavor, Wang et al teaches “wherein the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed (i.e. prevented skipping commercials and provided with an indication that function is temporary disable for skipping commercials).” (Paragraph 0027-0029) Therefore, it would have been obvious to one of ordinary skill in the art the time the invention was made to modify Corvin et and Wachtfogel et al, the combination for the common knowledge purpose of providing advertising companies with better results by preventing users from skipping commercials.

For independent **Claim 22**, Corvin teaches:

computer-executable instructions stored on a computer-readable storage medium (Paragraph [0019] Lines 1-4, note Corvin teaches a hard disk drive, and for example, in Claim 37 a processor that prevents a television viewer from changing channels) for requiring a viewer of a video program to watch advertisements in said video program (Fig. 3 Elem. 35), said computer executable instructions comprising the steps of:

displaying video programs with advertisements on a plurality of channels in a video display system (Fig. 1, with Paragraph [0020] Lines 11-13 and Paragraph [0028] Lines 1-5, note in Claims 17 and 37 Corvin teaches a processor performing the method of the invention, which requires computer-executable instructions stored on a computer-readable storage medium); and preventing said viewer from switching from a first channel to a second channel when an advertisement is displayed on said first channel (Paragraph [0028] Lines 14-19, with Claim 37). However, the reference is silent with respect to first channel “in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program, wherein the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed.”

In the similar field of endeavor, Wachtfogel teaches “in response to a first control signal (Paragraph 0173, 0181) and allowing the switching in response to a second control signal (Paragraph 0182-184), the second control signal being provided at an end of the video program (i.e. each commercial includes set of parameters, wherein commercials

are provided end of the program).” (Paragraphs 0170, 0181-182) Therefore, it would have been obvious to one of ordinary skill in the art at the time invention was made to modify the reference by specially providing with “in response to a first control signal and allowing the switching in response to a second control signal, the second control signal being provided at an end of the video program” for the purpose of allowing viewers to skip or prevent them from skipping commercials based on set of parameters within commercials.

In similar field of endeavor, Wang et al teaches “wherein the viewer is prevented from the switching after expiration of a selected period of time after a notification indicating that said advertisement on said first channel must be viewed (i.e. prevented skipping commercials and provided with an indication that function is temporary disable for skipping commercials).” (Paragraph 0027-0029) Therefore, it would have been obvious to one of ordinary skill in the art the time the invention was made to modify Corvin et and Wachtfogel et al, the combination for the common knowledge purpose of providing advertising companies with better results by preventing users from skipping commercials.

For **Claim 2**, over what was discussed in Claim 1, Corvin further teaches: the apparatus as claimed in Claim 1 wherein said video display system is capable of displaying a recorded video program with advertisements (Paragraph [0018] Lines 3-9, and Paragraph [0019] Lines 1-9, note Corvin teaches both the recording of video programs and advertisements, and the displaying video programs and advertisements)

Corvin does not teach: said apparatus is further capable of preventing a viewer of said recorded video program from fast forwarding said recorded video program to skip past advertisements in said recorded video program

Wachtfogel teaches: an apparatus (Fig. 1B Elem. 10) capable of preventing a viewer of said recorded video program (Paragraph [0159] Lines 1-4 teaches that programs are recorded) from fast-forwarding said recorded video program to skip past advertisements in said recorded video program (Paragraph [0181])

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the fast forwarding prevention feature taught by Wachtfogel, within the recoded video displaying apparatus taught by Corvin, in order to force advertisements upon viewers (Corvin: Paragraph [0006]).

For **Claim 3**, over what was discussed in Claim 2, Corvin teaches:
an apparatus executing advertisement control software to take control of a channel changing function (Paragraph [0028] Lines 15-18 with Claim 37)

Corvin does not expressly teach the detailed structure imparting the forced advertising functionality, specifically: an advertisement controller; a memory coupled to said advertisement controller; advertisement control software within said memory; wherein said advertisement controller is capable of executing said advertisement control software to take exclusive control of one of: a channel switching function of said video display system and a fast forwarding function of said video display system

Wachtfogel teaches:

an advertisement controller (Fig. 1B Elem. 45);

a memory coupled to said advertisement controller (the processor [Elem.45] would necessarily comprise onboard memory);

advertisement control software within said memory (Fig.1B Elem.150 with Paragraph [0168], note Elem. 150 is the advertisement control module of the processor Elem. 45).

wherein said advertisement controller is capable of executing said advertisement control software to take exclusive control of a fast forwarding function of said video display system (Paragraphs [0168-0169] with Paragraph [0181] Lines 1-8).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the method of requiring a viewer to watch advertisements performed by the apparatus taught by Corvin, using the advertisement controller and associated advertisement control software taught by Wachtfogel, in order to implement the desirable forced advertising functionality in software, so that the apparatus functionality can be more readily updated.

For **Claim 9**, over what was discussed in Claim 8, Corvin further teaches:

the video display system as claimed in Claim 8 wherein said video display system is capable of displaying a recorded video program with advertisements (Paragraph [0018] Lines 3-9, and Paragraph [0019] Lines 1-9, note Corvin teaches both the recording of video programs and advertisements, and the displaying of video programs and advertisements)

Corvin does not teach:

said apparatus is further capable of preventing a viewer of said recorded video program from fast forwarding said recorded video program to skip past advertisements in said recorded video program

Wachtfogel teaches:

an apparatus (Fig. 1B Elem. 10) capable of preventing a viewer of said recorded video program (Paragraph [0159] Lines 1-4 teaches that the programs are recorded) from fast-forwarding said recorded video program to skip past advertisements in said recorded video program (Paragraph [0181])

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the fast-forwarding prevention feature taught by Wachtfogel, within the recoded video displaying system taught by Corvin, in order to force advertisements upon viewers (Corvin: Paragraph [0006]).

For **Claim 10** over what was discussed in Claim 9, Corvin teaches:

an apparatus executing advertisement control software to take control of a channel changing function (Paragraph [0028] Lines 15-18 with Claim 37)

Corvin does not expressly teach the detailed structure imparting the forced advertising functionality, specifically:

an advertisement controller;

a memory coupled to said advertisement controller;

advertisement control software within said memory; wherein said advertisement controller is capable of executing said advertisement control

software to take exclusive control of one of: a channel switching function of said video display system and a fast-forwarding function of said video display system

Wachtfogel teaches:

an advertisement controller (Fig. 1B Elem. 45);

a memory coupled to said advertisement controller (the processor [Elem. 45] would necessarily comprise onboard memory);

advertisement control software within said memory (Fig. 1B Elem. 150 with Paragraph [0168], note Elem. 150 is the advertisement control module of the processor Elem. 45).

wherein said advertisement controller is capable of executing said advertisement control software to take exclusive control of a fast-forwarding function of said video display system (Paragraphs [0168-0169] with Paragraph [0181] Lines 1-8).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the method of requiring a viewer to watch advertisements performed by the video system taught by Corvin, using the advertisement controller and associated software taught by Wachtfogel, in order to implement the desirable forced advertising functionality in software, so that the apparatus functionality can be more readily updated.

For **Claim 16**, over what was discussed in Claim 15, Corvin further teaches:

the method as claimed in Claim 15 further comprising the steps of:

displaying a recorded video program with advertisements on said video display

system; (Paragraph [0018] Lines 3-9, and Paragraph [0019] Lines 1-9, note Corvin teaches both the recording of video programs and advertisements, and the displaying of video programs and advertisements);

Corvin does not teach:

preventing a viewer of said recorded video program from fast-forwarding said recorded video program to skip past advertisements in said recorded video program

Wachtfogel teaches:

preventing a viewer of a recorded video program (Paragraph [0159] Lines 1-4 teaches that the programs are recorded) from fast-forwarding said recorded video program to skip past advertisements in said recorded video program (Paragraph [0181]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the advertisement skipping prevention method taught by Wachtfogel, within the recoded video displaying method taught by Corvin, in order to force advertisements upon viewers (Corvin: Paragraph [0006]).

For **Claim 17** as discussed in Claim 16, Corvin teaches:

a system executing advertisement control software to take control of a channel changing function (Paragraph [0028] Lines 15-18 with Claim 37)

Corvin does not expressly teach the detailed structure imparting the forced advertising functionality, specifically:

providing an advertisement controller in said video display system;

coupling a memory to said advertisement controller;
providing advertisement control software within said memory;
executing said advertisement control software with said advertisement controller to take exclusive control of a fast-forwarding function of said video display system

Wachtfogel teaches:

providing an advertisement controller in said video display system (Fig. 1B Elem. 45);

coupling a memory to said advertisement controller (the processor [Elem. 45] would necessarily comprise onboard memory);

providing advertisement control software within said memory (Fig. 1B Elem. 150 with Paragraph [0168], note Elem. 150 is the advertisement control module of the processor Elem. 45).

executing said advertisement control software with said advertisement controller to take exclusive control of a fast-forwarding function of said video display system (Paragraphs [0168-0169] with Paragraph [0181] Lines 1-8).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the method of requiring a viewer to watch advertisements taught by Corvin, using the advertisement controller and associated software taught by Wachtfogel, in order to implement the desirable forced advertising functionality in software, so that the process can be more readily updated.

For **Claim 23**, over what was discussed in Claim 22, Corvin further teaches:

the computer-executable instructions stored on a computer-readable storage medium as claimed in Claim 22 wherein said computer-executable instructions further comprise the steps of:

displaying a recorded video program with advertisements (Paragraph [0018] Lines 3-9, and Paragraph [0019] Lines 1-9, note Corvin teaches both the recording of video programs and advertisements, and the displaying of video programs and advertisements)

Corvin does not teach:

computer-executable instructions for preventing a viewer of said recorded video program from fast forwarding said recorded video program to skip past advertisements in said recorded video program

Wachtfogel teaches:

an apparatus (Fig. 1B Elem. 10, note the system of Wachtfogel is implemented using a processor [executing computer instructions], as seen in Fig. 1B Elem. 45) capable of preventing a viewer of said recorded video program (Paragraph [0159] Lines 1-4 teaches that the programs are recorded) from fast-forwarding said recorded video program to skip past advertisements in said recorded video program (Paragraph [0181])

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the fast-forwarding prevention feature implemented using computer-executable instructions as taught by Wachtfogel, within

the computer-executable instructions used by the system taught by Corvin. in order to force advertisements upon viewers (Corvin: Paragraph [0006]).

For **Claim 24**, over what was discussed in Claim 23, Corvin further teaches:

an apparatus executing advertisement control software to take control of a channel changing function (Paragraph [0028] Lines 15-18, with Claim 37)

Corvin does not expressly teach the details operative details of the structure imparting the forced advertising functionality, specifically:

accessing advertisement control software that is located within a memory coupled to an advertisement controller in said video display system; and

executing said advertisement control software with said advertisement controller to cause said advertisement controller to take exclusive control of of a fast-forwarding function of said video display system

Wachtfogel teaches:

accessing advertisement control software (Fig. 1B Elem. 150 with Paragraph [0168], note Elem. 150 is the advertisement control module of the processor Elem. 45) that is located within a memory (the processor [Elem. 45] would necessarily comprise onboard memory) coupled to an advertisement controller in said video display system (Fig. 1B Elem. 45); and

executing said advertisement control software with said advertisement controller to cause said advertisement controller to take exclusive control of of a fast forwarding function of said video display system (Paragraphs [0168-0169] with Paragraph [0181] Lines 1-8)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the method of requiring a viewer to watch advertisements taught by Corvin, using the advertisement controller and advertisement control software taught by Wachtfogel, in order to implement the desirable forced advertising functionality in software, so that the process can be more readily updated.

3. **Claims 4-6, 11-13, 18-20 and 25-27** are rejected under 35 U.S.C. 103(a) as being unpatentable over Corvin et al, in view of Wachtfogel et al, in view of Wang et al, further in view of De Ceulaer (US Patent 6,993,727).

For **Claim 4** over what was discussed in Claim 3, the combination of Corvin , Wachtfogel, and Wang, the combination teaches:

an application capable receiving the first control signal (Wachtfogel: Paragraph [0174]) and the second control signal (Wachtfogel: Paragraphs [0173] and [0182-184])

in response to receiving said first control signal, causing said application to take exclusive control of said fast forwarding function (Wachtfogel: Paragraph [0181]); and

in response to receiving said second control signal, causing said application to release said exclusive control of said one of said fast forwarding function (Wachtfogel: Paragraph [0182-184]).

Corvin in view of Wachtfogel does not teach:

providing a Multimedia Home Platform system and Multimedia Home Platform application manager in said advertisement control software; and that

said application is a Multimedia Home Platform application;

De Ceulaer teaches:

providing a Multimedia Home Platform system (Column 1 Lines 12-15, i.e., a MHP set-top box) and a Multimedia Home Platform application manager (Fig. 1 Elem. 4 with Col. 6 Lines 38-43); and

a Multimedia Home Platform application controlling the tuner of a set-top box (Col. 5 Lines 29-34 with Col. 6 Lines 38-44)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the disabling and releasing of the channel switching function in response to first and second control signals as taught by the combination using a Multimedia Home Platform application as taught by De Ceulaer, in order to make said disabling and releasing of channel switching functionality an application which is portable across devices with different operating systems and drivers (De Ceulaer: Col. 5 lines 23-30).

For **Claim 5** over what was discussed in Claim 4, Wachtfogel further teaches:

broadcaster parameters may be associated with commercials which prevent the skipping of those commercials (Paragraphs [0169- 0170]); and

a user set of parameters associated with video content may override a broadcaster set of parameters associated with the video content (Paragraph [0133] Lines 1-3, which reads on providing a second application, where application is merely a difference of software)

Corvin in view of Wachtfogel does not teach:

a second application that is capable of preventing said first Multimedia Home Platform application from obtaining exclusive control of said fast forwarding function

De Ceulaer further teaches:

multiple set-top box MHP applications may be run on a MHP platform (Col. 5 Lines 23-30); and

a MHP application may control the tuner of a set-top box (Col. 6 Lines 38-44)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to provide a second MHP application in said advertisement control software, which overrides said first MHP application's control of the fast forwarding function, in order to release control of the fast forwarding function when users pay for the right to fast forward through advertisements (Wachtfogel: Paragraph [0184]).

For **Claim 6** as was discussed in Claim 5, Corvin in view of Wachtfogel, in view of Wang, further in view of De Ceulaer teaches or suggests that said second application be a Multimedia Home Platform application.

For **Claim 11** over what was discussed in Claim 10, the combination of Corvin , Wachtfogel, and Wang, the combination teaches:

an application capable receiving the first control signal (Wachtfogel: Paragraph [0174]) and the second control signal (Wachtfogel: Paragraphs [0173] and [0182-184])

in response to receiving said first control signal, causing said application to take exclusive control of said fast forwarding function (Wachtfogel: Paragraph [0181]); and

in response to receiving said second control signal, causing said application to release said exclusive control of said one of said fast forwarding function (Wachtfogel: Paragraph [0182-184]).

Corvin in view of Wachtfogel does not teach:

providing a Multimedia Home Platform system and Multimedia Home Platform application manager in said advertisement control software; and that said application is a Multimedia Home Platform application;

De Ceulaer teaches:

providing a Multimedia Home Platform system (Column 1 Lines 12-15, i.e., a MHP set-top box) and a Multimedia Home Platform application manager (Fig. 1 Elem. 4 with Col. 6 Lines 38-43); and

a Multimedia Home Platform application controlling the tuner of a set-top box (Col. 5 Lines 29-34 with Col. 6 Lines 38-44)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the disabling and releasing of the channel switching function in response to first and second control signals as taught by the combination using a Multimedia Home Platform application as taught by De Ceulaer, in order to make said disabling and releasing of channel switching functionality an

application which is portable across devices with different operating systems and drivers (De Ceulaer: Col. 5 lines 23-30).

For **Claim 12** over what was discussed in Claim 11, Wachtfogel further teaches:

broadcaster parameters may be associated with commercials which prevent the skipping of those commercials (Paragraphs [0169 - 0170]); and

a user set of parameters associated with video content may override a broadcaster set of parameters associated with the video content (Paragraph [0133] Lines 1-3, which reads on providing a second application, where application is merely a difference of software)

Corvin in view of Wachtfogel does not teach:

a second application that is capable of preventing said first Multimedia Home Platform application from obtaining exclusive control of said fast forwarding function

De Ceulaer further teaches:

multiple set-top box MHP applications may be run on a MHP platform (Col. 5 Lines 23-30); and

a MHP application may control the tuner of a set-top box (Col. 6 Lines 38-44)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to provide a second MHP application in said advertisement control software, which overrides said first MHP application's control of the fast forwarding function, in order to release control of the fast forwarding function when

users pay for the right to fast forward through advertisements (Wachtfogel: Paragraph [0184]).

For **Claim 13** as was discussed in Claim 12, Corvin in view of Wachtfogel, in view of Wang, further in view of De Ceulaer teaches or suggests that said second application be a Multimedia Home Platform application.

For **Claim 18** over what was discussed in Claim 17, the combination of Corvin , Wachtfogel, and Wang, the combination teaches:

an application capable receiving the first control signal (Wachtfogel: Paragraph [0174]) and the second control signal (Wachtfogel: Paragraphs [0173] and [0182-184])

in response to receiving said first control signal, causing said application to take exclusive control of said fast forwarding function (Wachtfogel: Paragraph [0181]); and

in response to receiving said second control signal, causing said application to release said exclusive control of said one of said fast forwarding function (Wachtfogel: Paragraph [0182-184]).

Corvin in view of Wachtfogel does not teach:

providing a Multimedia Home Platform system and Multimedia Home Platform application manager in said advertisement control software; and said application is a Multimedia Home Platform Application;
De Ceulaer teaches:

providing a Multimedia Home Platform system (Column 1 Lines 12-15, i.e., a MHP set-top box) and a Multimedia Home Platform application manager (Fig. 1 Elem. 4 with Col. 6 Lines 38-43); and

a Multimedia Home Platform application controlling the tuner of a set-top box (Col. 5 Lines 29-34 with Col. 6 Lines 38-44)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the disabling and releasing of the channel switching function in response to first and second control signals as taught by the combination by providing a Multimedia Home Platform application as taught by De Ceulaer, in order to make said disabling and releasing of channel switching functionality an application which is portable across devices with different operating systems and drivers (De Ceulaer: Col. 5 lines 23-30).

For **Claim 19** over what was discussed in Claim 18, Wachtfogel further teaches:

broadcaster parameters may be associated with commercials which prevent the skipping of those commercials (Paragraphs [0169- 0170]); and

a user set of parameters associated with video content may override a broadcaster set of parameters associated with the video content (Paragraph [0133] Lines 1-3, which reads on providing a second application, where application is merely a difference of software)

Corvin in view of Wachtfogel does not teach:

providing a second application in said advertisement control software; and
causing said second application to prevent said first Multimedia Home

Platform application from obtaining exclusive control of said fast forwarding function

De Ceulaer further teaches:

multiple set-top box MHP applications may be run on a MHP platform (Col. 5 Lines 23-30); and

a MHP application may control the tuner of a set-top box (Col. 6 Lines 38-44)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to provide a second MHP application in said advertisement control software, which overrides said first MHP application's control of the fast forwarding function, in order to release control of the fast forwarding function when users pay for the right to fast forward through advertisements (Wachtfogel: Paragraph [0184]).

For **Claim 20** as was discussed in Claim 19, Corvin in view of Wachtfogel, in view of Wang, further in view of De Ceulaer teaches or suggests that said second application be a Multimedia Home Platform application.

For **Claim 25** over what was discussed in Claim 24, the combination of Corvin, Wachtfogel and Wang, the combination teaches:

an application capable receiving the first control signal (Wachtfogel: Paragraph [0174]) and the second control signal (Wachtfogel: Paragraphs [0173] and [0182-184])

in response to receiving said first control signal, causing said application to take exclusive control of said fast forwarding function (Wachtfogel: Paragraph [0181]); and

in response to receiving said second control signal, causing said application to release said exclusive control of said one of said fast forwarding function (Wachtfogel: Paragraph [0182-184]).

Corvin in view of Wachtfogel does not teach:

accessing a Multimedia Home Platform system and Multimedia Home Platform application manager in said advertisement control software; and said application is a Multimedia Home Platform Application;

De Ceulaer teaches:

accessing a Multimedia Home Platform system (Column 1 Lines 12-15, i.e., a MHP set-top box) and a Multimedia Home Platform application manager (Fig. 1 Elem. 4 with Col. 6 Lines 38-43); and

a Multimedia Home Platform application controlling the tuner of a set-top box (Col. 5 Lines 29-34 with Col. 6 Lines 38-44)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to implement the disabling and releasing of the channel switching function in response to first and second control signals as taught by the combination by using and accessing a Multimedia Home Platform application as taught by De Ceulaer, in order to make said disabling and releasing of channel switching

functionality an application which is portable across devices with different operating systems and drivers (De Ceulaer: Col. 5 lines 23-30).

For **Claim 26** over what was discussed in Claim 25, Wachtfogel further teaches:

broadcaster parameters may be associated with commercials which prevent the skipping of those commercials (Paragraphs [0169- 0170]); and a user set of parameters associated with video content may override a broadcaster set of parameters associated with the video content (Paragraph [0133] Lines 1-3, which reads on providing a second application, where application is merely a difference of software)

Corvin in view of Wachtfogel does not teach:

accessing a second application in said advertisement control software; and causing said second application to prevent said first Multimedia Home Platform application from obtaining exclusive control of said fast forwarding function

De Ceulaer further teaches:

multiple set-top box MHP applications may be run on a MHP platform (Col. 5 Lines 23-30); and

a MHP application may control the tuner of a set-top box (Col. 6 Lines 38-44)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to access a second MHP application in said advertisement control software, which overrides said first MHP application's control of the fast

forwarding function, in order to release control of the fast forwarding function when users pay for the right to fast forward through advertisements (Wachtfogel: Paragraph [0184]).

For **Claim 27** as was discussed in Claim 26, Corvin in view of Wachtfogel further in view of De Ceulaer teaches or suggests that said second application be a Multimedia Home Platform application.

4. **Claims 7, 14, 21 and 28** are rejected under 35 U.S.C. 103(a) as being unpatentable over Corvin et al, in view of Wachtfogel et al, in view of Wang et al, in view of De Ceulaer et al, further in view of Koepele (US Patent 5,943,605).

For **Claim 7** as discussed in Claim 5, Corvin in view of Wachtfogel, in view of Wang, further in view of De Ceulaer, the combination teaches or makes obvious:

having multiple Multimedia Home Platform applications operating on a single set-top box (De Ceulaer: Col. 1 Lines 12-20); and

a Multimedia Home Platform video device which allows users to pay additional money for the ability to fast-forward during advertising (Wachtfogel: Paragraph [0184])

the combination does not teach:

the apparatus as claimed in Claim 5 wherein said advertisement control software comprises:

a third Multimedia Home Platform application that is capable of sending a payment authorization from said viewer to a program broadcaster to authorize

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said viewer to fast forward a recorded video program during a display of an advertisement in said recorded video program

Koepele teaches:

transmitting billing information from a set top terminal to a video server

(Col. 2 Lines 43-49)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to send a payment authorization to a broadcaster as taught by Koepele, using a third Multimedia Home Platform application as taught by the combination in order to allow a viewer to immediately purchase the privilege of being able to fast-forward during the display of advertisements.

For **Claim 14** as discussed in Claim 11, Corvin in view of Wachtfogel, in view of Wang, further in view of De Ceulaer, the combination teaches or makes obvious:

having multiple Multimedia Home Platform applications operating on a single set-top box (De Ceulaer: Col. 1 Lines 12-20); and

a Multimedia Home Platform video device which allows users to pay additional money for the ability to fast-forward during advertising (Wachtfogel: Paragraph [0184])

the combination does not teach:

the video display system as claimed in Claim 11 wherein said advertisement control software comprises:

a third Multimedia Home Platform application that is capable of sending a payment authorization from said viewer to a program broadcaster to authorize

said viewer to fast forward a recorded video program during a display of an advertisement in said recorded video program

Koepele teaches:

transmitting billing information from a set top terminal to a video server
(Col. 2 Lines 43-49)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to send a payment authorization to a broadcaster as taught by Koepele, using a third Multimedia Home Platform application as taught by the combination in order to allow a viewer to immediately purchase the privilege of being able to fast-forward during advertisements.

For **Claim 21** as discussed in Claim 19, Corvin in view of Wachtfogel, in view of Wang et al, further in view of De Ceulaer, the combination teaches or makes obvious:

having multiple Multimedia Home Platform applications operating on a single set-top box (De Ceulaer: Col. 1 Lines 12-20); and

a Multimedia Home Platform video device which allows users to pay additional money for the ability to fast-forward during advertising (Wachtfogel: Paragraph [0184])

the combination does not teach:

the method of Claim 19 further comprising the steps of:
providing a third Multimedia Home Platform application in said advertisement control software; and

causing said third Multimedia Home application to send a payment authorization from said viewer to a program broadcaster to authorize said viewer to fast forward a recorded video program during a display of an advertisement in said recorded video program

Koepele teaches:

transmitting billing information from a set top terminal to a video server
(Col. 2 Lines 43-49)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to send a payment authorization to a broadcaster as taught by Koepele, by providing a third Multimedia Home Platform application in said advertisement control software as taught by the combination in order to allow a viewer to immediately purchase the privilege of being able to fast-forward during advertisements.

For **Claim 28** as discussed in Claim 23, Corvin in view of Wachtfogel, in view of Wang et al, further in view of De Ceulaer, the combination teaches or makes obvious:

having multiple Multimedia Home Platform applications operating on a single set-top box (De Ceulaer: Col. 1 Lines 12-20); and

a Multimedia Home Platform video device which allows users to pay additional money for the ability to fast-forward during advertising (Wachtfogel: Paragraph [0184])

the combination does not teach:

the computer-executable instructions stored on a computer-readable storage medium as claimed in Claim 23, wherein the computer-executable instructions further comprise the steps of:

accessing a third Multimedia Home Platform application in an advertisement control software; and

causing said third Multimedia Home application to send a payment authorization from said viewer to a program broadcaster to authorize said viewer to fast forward a recorded video program during a display of an advertisement in said recorded video program

Koepele teaches:

transmitting billing information from a set top terminal to a video server
(Col. 2 Lines 43-49)

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to send a payment authorization to a broadcaster as taught by Koepele, by accessing a third Multimedia Home Platform application in said advertisement control software as taught by the combination, in order to allow a viewer to immediately purchase the privilege of being able to fast-forward during advertisements.

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KUNAL LANGHNOJA whose telephone number is 571-270-3583. The examiner can normally be reached on M-F 10:00 A.M.- 6:30 P.M. ET.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Scott Beliveau can be reached on 571-272-7343. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO

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Customer Service Representative or access to the automated information system, call
800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/K. L./

Examiner, Art Unit 2427

/Scott Beliveau/

Supervisory Patent Examiner, Art Unit 2427